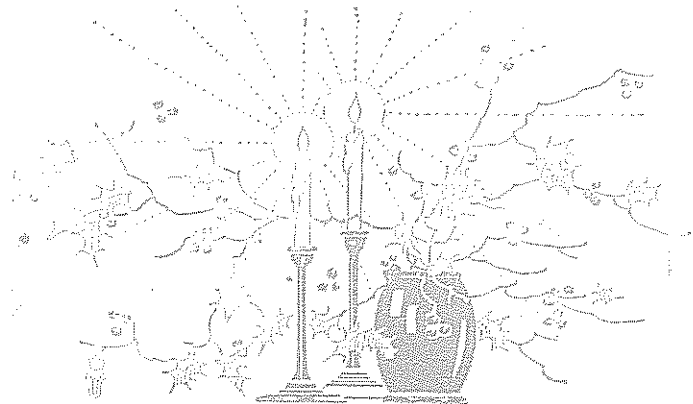


FRESH FISH CHRISTMAS NUMBER

December 21, 1928



The California Fisheries



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The California Fisheries

The Voice of California's Commercial Fisheries

INDEPENDENT

TRUTHFUL

Published on the first and third Friday of each Month, at Municipal Wharf, San Pedro, California. Annual subscription rate \$3.50 per year. Single copies 20 cents. All changes and new copy for advertisements must be furnished ten days before publication. M. W. ELEY, Publisher. Application made for entry as Second Class mail, San Pedro, Calif.

M. W. ELEY, Publisher

J. W. BROWN, Editor

VOL. 1

San Pedro, Calif., December 21, 1928

No. 3

Comments from Here and There

EDITOR'S NOTE: This publication does not assume responsibility for articles appearing under "Comments From Here and There." All articles must be signed with full name and address.

INTRODUCING MR. EVANS of Ukiah, California

California Fisheries:

Been too busy to answer before now. Send copies as directed on other side. Glad to see this paper happen. I am often full of something relative to the dirtiest, coldest, sloppiest, longest-houred, least paid for amount of work and service rendered considered business. The thing that makes me mad is when the poor rubes say "my fish is high" and it don't cost nothing to feed it and all this on some cold Friday morning after being up filleting sole since 5 a.m. But then, if you know nothing else, stay with it. I've told them all kinds of things when they make these remarks. Then some flapper will come with mother and say, holding her fingers to her nose, "I simply detest fish." Don't it remind you of home. Another thing gets my nanny. The State Fish Exchange does not reply to my letters. I've written them for information and they don't know a John Davy from a Dinasauros. Another thing, for a straight fish license, \$10.00 all right; for side line license \$5.00. This is where I differ from you in one of your articles. It should be reversed. Give the guy that sells the side line the gaff for \$10.00. I take it that these butcher shops that sell fish on Fridays, the only real day a fisherman has, should be made to pay \$10.00. In big markets, the fish man has about 40% to draw from the crowd; the butcher, grocer, baker, etc., 100%. If he keeps fish every day, all right, \$5.00 because he is keeping fish on the quiet days and his chance for loss is greater. But you take it in a small town where there are one or two fishmongers and about 12 butcher shops, the butcher don't care about the profit on fish, consequently he cuts and thereby harms the legitimate fish dealer. There's lots of things I'll get off my chest in your paper, but this has done me a world of good.

Yours Truly,
City Fish & Poultry Market,
J. Evans, Prop.

P. S.—If I get time I'll answer some of your articles what I think of them. Let this be known through the paper. Ask the subscribers to write what's on their minds; how can you help them if they don't say something, have a question and answer department if you like. I'd like to know if the squid and octopus are the same fish, why have a closed season on halibut and then let them catch chicken halibut. There is a lot of things I could think of but time won't allow. Publish anything in here you like and you have my best wishes for success.

* * *

Editor's Note:—Your letter is fine, except with reference to The State Fish Exchange, for there must be some misunderstanding. In the very near future, there will appear several articles prepared by The State Fish Exchange, tending to inform the handlers of fresh fish as to the functionings of said exchange, and after you have read these articles, then you can draw your own conclusions. Mr. Walter R. Smith of the State Fish Exchange is

a very able fish authority, as you can gather from reading his articles now appearing in this publication. If you will refer to our editorial appearing under date of November 23, 1928, page 14, under the caption "Why this Publication," you will note our policy as stated in paragraph number nine, with further reference to the State Fish Exchange.

There is considerable difference between a squid and an octopus, and we are asking the State Fish Exchange to write you fully concerning same. If you do not receive a reply from them by December 27th, 1928, this publication will answer your question in detail, in our New Year's number.

Your question concerning halibut is answered on another page of this issue under the heading "Halibut" by J.R.K.

We wish to thank you very much for the subscriptions and will be very pleased to have you write us at any time, regardless of the nature of your articles, for this publication is common property of the entire commercial fisheries of California.

DEAR READER:

Remember we have gone to the expense of sending you this Journal, anticipating your subscription. Now is the time to send your check. Inasmuch as we are giving you a special discount, send it NOW so you will get our next number, which will be a knockout.

CALIFORNIA FISHERIES,

Municipal Fish Wharf,

San Pedro, Calif.

Gentlemen:

Enclosed herewith find my check for \$....., representingyears subscription to your semi-monthly publication.

It is our understanding you are making a special rate of \$2.95 until December 15, 1928, and after that time, the regular price of \$3.50 per year prevails.

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Progress Made by Eastern Fresh Fish Industry

FILLETS

This is the second series of articles prepared by Mr. Smith, who has first hand information and understanding of the Commercial Fisheries all over the United States. First appeared November 23, 1928, third and last will appear in near future.—Editor.

Mr. Walter R. Smith of California State Fish Exchange, visits Eastern producing centers, researching in behalf of The California State Fish Exchange, and representing California Commercial Interests.

We have already touched on the fact that most of the production of fillets on the Atlantic seaboard is confined to the fresh product. Over eighty firms are engaged in this business; these firms can be roughly divided into two classes—those that have their business organized on what could be termed a scientific basis and those who do not realize that they are no longer in the old style "rule of thumb" fish business.

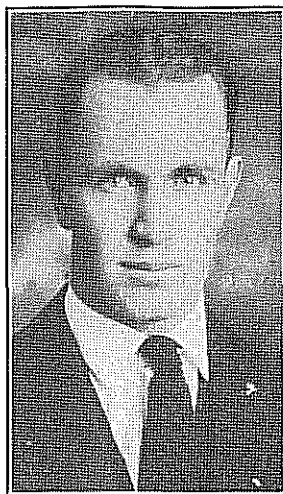
Business organizations, like individuals, vary greatly in their ideas and in their methods of operating. Naturally each firm endeavors to turn out the best product possible. It is their lack of proper conception of what constitutes a first-class product according to modern ideas or how to produce it, that is the weakness in firms of the "rule of thumb" class.

As a rule they are not properly equipped for the production of a first-class quality fillet. Their work is carried on in confined quarters, and they use little or no labor-saving machinery or devices to speed up production. They do not trademark and wrap their fillets individually. Fillets of a uniform good quality cannot be produced, as the fact is, they are not equipped to maintain any standard of production.

They have no source of their own for a supply of fish, and are dependent on others. This, of course, makes their business a day to day business, both in buying and selling. When fish is scarce they have to pay top prices and they are not always able to get fish of first-class quality. The only difference between firms of this class and the average small fish wholesaler is that these men are specialists in the production of fish fillets instead of doing a general wholesale business.

An entirely different picture is presented when we look over the plants of the leaders in this branch of the business. The largest of the firms producing fresh fillets employs two hundred and fifty men, and produces upwards of one-half million pounds of fresh fillets per week.

To supply this plant they are oper-



WALTER R. SMITH
Of the California State Fish
Exchange

‘HAVE YOU TASTED TOTOUVA? FISHERS SEND IT OVERLAND

A few trucks of totouva, big fish which is caught in the Gulf of California and rushed overland in iced trucks to the municipal fish markets here, were being unloaded at the fish wharf this morning.

The totouva averages 100 pounds and is said to be delectable eating. The San Pedro fishing industry, responsible for promoting the catching of fish by natives and the rapid transportation overland to the markets here, was responsible for 1,838,000 pounds of the fish during the 1927-28 season alone.

ating a fleet of eighteen trawlers; thus they are always assured of a supply of fish to keep their plant in constant operation. When fish are plentiful the surplus catch is sold in the open market. Only the best part of any trawler load is received in the plant. On the Atlantic Coast where the trawlers are bringing from one hundred to one hundred and fifty thousand pounds of fish each trip, the last fish to be caught is naturally the last to be stored away in the hold. This is known as the top of the load and is naturally the freshest and most desirable fish. This is the part of the load that this particular plant uses for cutting their fillets. They have a special dock at their plant at which two trawlers can be unloaded simultaneously. Here we see the first use of labor-saving machinery—the use of conveyors in unloading the trawlers.

The fish are taken out of the hold of the trawler by the usual method

and are dumped into a bin or box which has a capacity of one thousand pounds of fish. This box is fitted with an automatic weighing machine which is usually set to trip the fish into the conveyor below it at 500 pounds. This conveyor—of the wooden apron type fitted with wooden lifts, brings the fish to the top story of the plant, discharging into holding boxes. The conveyor cost this company around \$15,000 and saves in labor hire alone from about \$50 to \$80 a day. As the conveyor has a capacity of over 400,000 pounds of fish per day, the fish are usually unloaded from the trawlers faster than the plant can receive them, so these boxes are merely to hold the fish until ready to use in the plant. The holding boxes are equipped with wheels about the size used on hand trucks and drop gate sides.

In the plant every labor-saving device found practical for use in the production of fresh fillets is used.

Two men handle all the fish on the third floor. They distribute it to the cutting room by dumping the holding boxes into large chutes. As the fish fall from the chute they arrive at the scaling machines. These machines will scale from 50 to 80 fish a minute, and each does the work of eight men. They have another use in that they afford a very efficient way to count the number of fish being brought into the plant, thus enabling the manager of the plant to keep a closer check on his production per fish. The scaling machines were constructed from their own designs and are covered by patents. From the scalers a flat belt conveyor carries them to the cutting table. With a constant stream of fish coming on this belt the men at the cutting table naturally have an incentive to working quickly and steadily, and the speed of the belt is so regulated that if the men work steadily each belt can be kept clear.

A machine that would cut fillets would greatly reduce the final cost of producing this type of fish, and though there have been some seven or eight machines devised that will cut fillets, so far as the writer knows, there are none which have proven a success in practical work.

Another conveyor belt running at the bottom of the table carries off the waste which is sent down to it through a small chute placed at each man's place at the table. The cut fillets are carried off on a table level

(Continued on Page 12)

KEEP IN STEP

By H. DUNKINFIELD

The construction of the many new "A" class fishing boats during the past year supplemented by those built shortly previous, has resulted in a sharp line being drawn between them and those belonging to classes "B" and "C" both diesel and gas.

Super Cruisers

Because of their superior cruising radius, the "A" class vessels can proceed great distances in search of their fish; can stay out for long periods of time and with their up-to-the-minute cold storage equipment, keep their fish in perfect condition until a full load has been taken, which fits admirably with the present tuna situation, the fish becoming scarce nearer the shore. The result is that the "A" class boats are serving the canneries and the smaller craft are becoming more and more dependent upon the fresh fish markets and dealing in a wide variety of fish.

Greater Supply Available

Needless is it therefore to say, that in normal times there will be a greater supply of fresh fish available, and the necessity for developing the demand to absorb the increased supply will soon become decidedly apparent. Much along this line can be accomplished.

A statewide effort should be made to educate the people, not only in the desirability of fresh fish on the daily menu, but in the manner to best prepare it in an appetizing form. There are only a few varieties now being considered as edible or palatable by the public in general. An effort should be made to cultivate a demand for many varieties which are not now known to the public in general. This would greatly enhance the demand for fish which are very plentiful on account of their not being known and would relieve the great demand for those more widely known and allow the supply of the latter to increase.

Fisherman's Organization

It would be a good plan too, if those engaged in the fresh fish industry, including the fishermen themselves, would form an organization not only for mutual protection, but to assist in any educational campaign which would

bear any evidence of merit. Such an organization would have tremendous possibilities; bring order out of chaos, and the time to begin it is NOW. The fisherman would benefit by finding a more ready market for his wares, and at better prices; the dealer would achieve the moving of his stock at a profit, and avoid the loss of much of it which has to be destroyed on account of spoiling.

Added Prosperity

And, incidentally, and this is not the least important, the boat owner would be in a more prosperous position and would have funds with which to protect his investment with insurance, instead of being obliged to carry his own risk, as is the case of many at the present.

From an insurance man's standpoint, much more could be said on this phase of the situation now developing. The moral side, as related to the smaller and older type of vessels, is going to need closer watching, and many worthy applicants for insurance protection are going to be rejected by the insurance companies because of the increased risk of loss due to unprofitableness. There will be more unexplainable disasters to craft whose earnings show in the red; rates will advance, and ultimately, the insurance companies will refuse to insure them entirely, which will work a hardship on all concerned.

If the situation is intelligently handled in time, this condition can be avoided; all interested in the industry can achieve adequate compensation for efforts expended.

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And Various Other California Sea Foods

Home Office—Terminal Island, Calif.

A. PALADINI, Inc.

FOR ALMOST A CENTURY THIS FIRM HAS BEEN OPERATING
BY AN OLD TIMER

If one has aspirations to become a real student of fresh fish merchandising, no four year course of scientific application could turn out a product equal to practical experience, as evidenced by the firm of Alex Paladini, Inc. Association with men of this character, long experienced in all phases of the business, would mean more in time and money than years of application to books. The greatest successes of life are the graduates of the school of "Hard Knocks." We cite as an example of this theory, the firm of A. Paladini, Inc.

Almost a Century

In the year 1860 Achille Paladini founded the present firm. Today, his sons operate one of the largest fresh fish concerns west of the Rockies. Everything has a modest beginning and from authoritative sources, the father started on nerve and made a fortune. "HARD WORK" was his motto, passed along to the sons, with the result that the firm is one of the outstanding businesses of the day, from the standpoint of personal contact and progressive innovations.

Personnel

Alex Paladini, eldest son of Achille, and president of the firm, directs its activities, distributing sea foods throughout the land. He is known as a large operator on the New York and Boston markets especially in the lines of salmon and shad. Possibly seventy five per cent of their business is that of wholesale shipments to fish dealers, grocery stores, butcher shops, etc.

Attalio Paladini, vice president, also operates the Oakland branch, a very successful unit of the business and one which is fast gaining favor with the Oakland institutions and hotel trade. Due to the high class trade catered to, the sea food must be of the highest quality, both as to freshness and careful preparation of the same.

A great deal of the success of the firm is due to a very modest, unassuming young man, Lionel Shatz, secretary treasurer, who is the invisible power behind the throne, as it were—a man with good judgment and able to cope with the magnitude of their transactions.

The other two officials, Hugo and Walter Paladini, apply themselves at various important posts in the home



Alex Paladini, eldest brother of the Paladini family, operating one of the largest fish firms in the West, carrying on the pioneer work of Achille Paladini.

plant, as well as at the numerous branch houses.

Local Representative

In Los Angeles, Mr. N. N. Blumenthal represents the firm, not as a broker, but as a confidential member of the corporation. Although Mr. Blumenthal conducts a private brokerage business in connection, he is always on the job for his life long friends, A. Paladini, Inc. Mr. Blumenthal is a land mark as it were in the development of California fisheries. A rare character very seldom found, possessing the combinations of honesty, integrity without question and loyalty to his friends.

Some Idea of Their Business

They have just completed building a large fish trawler in the San Francisco Bay district, to be called the Catherine Paladini, after the wife of Achille Paladini. This boat will be added to the present fleet of trawlers used by the company in catching fish

(Continued on Page 18)



Fisherman's Section

A STORY OF THE SEA

By H. DUKINFELD

EDITORS NOTE:

This article of Mr. Dunkinfield's is the second of a series, which should have been in our last issue. For some unknown reason this was lost in the mails and just arrived in time to make this issue. Our readers, we are sure, will agree that we are very fortunate in being able to obtain this series from Mr. Dunkinfield. Another article, intended for this issue, appears elsewhere.

In a recent article in these columns we discussed the tendency of the commercial fisherman to trust to luck. Here is a case in point.

The good ship "Mary L" set out one bright October day for the fishing banks, with its Captain and crew filled with the anticipation of a profitable enterprise, for the leaping tuna were reported to be running and the price was good.

All went well until the vessel neared its destination and Charlie Franklin, its skipper, began giving orders to his men to get everything in readiness to go to work without delay.

Charlie had no thought of disaster, for he was a seasoned veteran and had an abundance of confidence in himself and his vessel. And why should he not, for he had navigated these waters for many years, in season and out, and felt he knew every inch of them.

He did, and yet he didn't, for after slowing down somewhat his vessel struck a submerged and uncharted rock and shivered from stem to stern. The ship slid off, but it was found she had been hurt for she was taking considerable water. Thanks to the fact that she had been well constructed, and to the fact that the inner planking did not seem to have been pierced, the pumps were able to keep the water down.

Lucky Break

The "American" was passing on its return trip, and was signalled for assistance. Being unable to determine the extent of the damage done, yet fearing the vibration caused by the running of the engines might result in increasing the intake of water, it was

decided to accept a tow from the "American," and the "Mary L" was brought back to San Diego and put on the ways for repairs.

It was then found that part of the keel and much of the planking had been ripped off or shattered by the impact, and an expensive job of repairs was involved.

Charlie had but recently acquired full ownership of the boat, having bought out his partner but had to borrow some money to do so. Like many other fishermen, he did not believe disaster could overtake him, and he took out only enough insurance to cover the mortgagee's interest, and decided to risk his own money without protection.

Value of Insurance

The insurance he bought only about half represented the value of the vessel and, as in all marine insurance, the policy pays its share of any loss in such proportion as the insurance carried bears to the value of the thing insured, Charlie had to bear a large part of the loss himself.

So he is set back for quite a long spell for his share of the costs of repair and tow charges for being "penny wise and pound foolish" at the time he insured the boat, and is also out the benefit of at least two trips occasioned by the delay necessary in making the repairs.

The above true story fittingly illustrates the folly of "putting all your eggs in one basket" and then failing to adequately protect the basket.

A WHALE OF A BREAKFAST

A certain dietist was once troubled by a rather trying patient, who was in the habit of writing about his complaint at least once a day.

On one occasion the dietist received

a note worded thus:

"Will you kindly tell me how much fish I should eat daily for the improvement of my mind?"

The dietist was so tired of the whole thing that he answered rather tersely:

"In your case, I think a whale on toast each morning will have the desired effect."

RECIPE FOR COOKING SWORDFISH A la Portugaise.

By J. R. K.

Bub pan well with garlic, roll slices of fish in cracker crumbs and saute in oil or butter until nicely browned, then add chopped onion, and when partly done, add tomato sauce, cook slowly. Season with salt and pepper, and when serving add freshly chopped parsley. Mushrooms may be added if desired.

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Fisherman's Cooperative Association

MEMBERSHIP 65 PURSE-SEINERS

Average 8 Men to Boat

Correspondence invited relative purchases of
our members. Information gladly given

Municipal Fish Wharf—San Pedro, California

State - Wide Market Reports

San Pedro, Calif.

By Geo. T. Ota

For the week ending Saturday, December 8th:

Barracuda, 140,000 lbs.; Rockcod 7000 lbs.; American Mackerel, 12,000 lbs.; Halibut 2,000 lbs.; Yellowtail 7,000 lbs.; Tuna 5,000 lbs.

Owing to the continued unsettled weather local fishing was very poor and only small amounts of sardines, kingfish, Spanish mackerel, seabass, smelt, whitefish, sheephead and others were received at the market. All barracuda were brought in from Mexican waters by boats Silver Wave, Sun-rays, Progress, America, Mary S., New Moon, Daylight, Georgia and Sackeys. Prices are firm on the average, paid 16 cents to fishermen for barracuda, 30 to 34 cents for lobster. Lobster catch is far below normal.

Mexican seabass are coming in every day by trucks and while local fish is scarce this seabass is best seller on the market.

It is only four or five years since this fish found its way on the market but today many hundred tons are consumed by the people of Pacific Coast states and in a few years it will be sold by car loads both fresh and frozen. This fish is white in color, firm meat tastes like our own seabass and very good for filleting purposes.

With Christmas near the business will be quiet this week and all the boats will be home from Mexican waters by Sunday to spend the holiday at home.

On Sunday the 9th the Dollar line steamer President Jefferson brought in a consignment of 265 Albacore, 15 cases Tai and 20 cases shell squids. They are consigned to Mutual Fish Company from their Japanese shipper for the New Year order. Frozen Albacore were turned over to Curtis Corporation for canning. There will be 2500 tons Albacore to be shipped from Japan starting by next steamer. Curtis Corporation of Long Beach and Coast Fishing Co. of Wilmington will receive this consignment.

Market Report from Long Beach and Vicinity

Dava Jagars Reporting

Pleasure and commercial fishing very poor the past two weeks. Bad, stormy weather and rains have held up fishing greatly. For two or three days no boats have been leaving either pier or harbor.

The sale of fish at retail markets has been good, several markets reporting record breaking sales. Quality of fish being received is unusually good. No new markets being reported as being open.

One fish packing plant in Long Beach harbor is canning 10,000 tons of sardines this season, the fish being caught in waters surrounding the Santa Barbara Channel Islands. This is only one of many activities of this institution. Another cannery is utilizing California mackerel in its packing operations, thus developing a new line of trade by making use of a species that for many years has enjoyed popularity in the fresh fish marts, but which has been neglected by the packers. This also is a nearby product.

Other fish of the Pacific are brought hundreds of miles in refrigeration ships for canning in Long Beach plants and importations from the Japanese side of the sea are coming with increasing frequency.

Some of these canneries also handle vegetable and fruit products, the combination of sea food and soil crops making possible continuous operation—a boon for wage earners.

Tomatoes, olive oil and other commodities are imported in large quantities, or hauled by rail or truck from surrounding countries.

Here are specific instances of the benefit of highway and harbor development. General cargo terminals are needed here to accomodate local establishments of this character; and as these conveniences are forthcoming, more canneries and packing plants and factories of every description will locate here.

MUST BE QUIET

(Letter from L. M. Bowlus of San Luis Fish Co.)

There is absolutely nothing to report this week that is as regards business or fishing. The fishermen sat down on Monday and will not arise again until after the New Year. That is what I call prosperity! Old man Rock Cod, John Halibut and Bill Abalone are all dolling up for Christmas but still with one eye on our lordly anglers.

The boys are so quiet that they are not even rum running and business being in the same condition should you scratch a match it would sound like a Chicago bootlegger's war, but we hope to tell you something more interesting for your next issue. We are going to wreck a flivver or bite a worm in two providing some one will furnish the worm.

Just tell the boys that when Hoover gets back and Boulder Dam is finished we will have a market on top of the world and should Al Smith be in need of a job we would like to put him to work.

Report from Marshfield, Oregon
The California Fisheries,
San Pedro, Calif.

Marshfield, Ore., reporting: Weather stormy; salmon season opened yesterday; steelheads in moderate supply. Prices ranging about twenty-four cents dressed headless; fancy fresh stock; no silvers or chinook; dealers take note. Schooners will be starting operations after Xmas and supplies fresh ling rock cod and sable expected. Merry Xmas to everybody.

Chas. Feller.

Santa Barbara Report

S. Larco Reporting

Weather conditions bad. High winds and fish very scarce. Lobsters scarce. Heavy swell, expect fair catches halibut and sole for the coming week. Few rock cod and mackerel.

Surely you will want to subscribe to The California Fisheries. It will continue to be interesting.

FRANK E. WOODS, Secy.

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San Francisco, Calif.

FRESH FISH SECTION

AGGRAVATING SITUATION AT THE AMERICAN RAILWAY EXPRESS CO., LOS ANGELES (By Los Angeles Fish Dealer)

Los Angeles, being the largest city west of the Mississippi river, and really handling more fresh fish than any other city on the Pacific Coast, is without proper facilities, so far as the American Railway Express Co. is concerned, for handling this perishable food.

No Privacy

There is no privacy whatever and one can walk into their concentration center, as a total stranger, and read the tags on the boxes, and take other privileges. The American Express Company has no sheds to cover the outgoing and incoming fish. The sun usually shines in Los Angeles and for hours one can see truckload after truckload of fish, standing out in the hot sun. Many times each day boxes of fish must be re-iced after arriving in Los Angeles for local distribution, all due to the improper facilities for the handling.

Western Supt. Attention

We do not know what is the trouble—whether it is shortage of money or the Superintendent for the Southern division does not take the right interest. We wish to attract the attention of the Western superintendent of the entire Western division at San Francisco, to the above matter.

Ed. Note:—We are mailing copies of above to the proper authorities.

HALIBUT

By J. R. K.

Along our 1200 miles of California coast there are many halibut banks, some are still producing fish, others are all fished out, or nearly so. Some measure should soon be taken to protect this valuable food fish, as they are getting more scarce every year.

Years To Develop

The halibut does not attain its full size much before becoming 18 to 20 years old, and the fish that we are going to use 20 years hence is now swimming in the waters off Southern California. I say we should protect them by raising the legal weight from four pounds to ten pounds for the smallest fish caught.

AGAIN COMES THE QUESTION OF CREDIT

By GEO. F. NAYLOR

The subject of paramount interest to the fish dealers at all times is how to make money in their business, and although we all have theories on how to do it, so far none have been advanced that offer a solution to the problem. There are some who think a few magic words and a little "hokus pokus" will change the fish industry from a wobbly backward business into a gold mine.

Common Sense in the Fish Business

There is a solution which some few have always known and it is so simple that it escapes most of us and make business bad for all, namely: the application of common sense. In other words, sell only to people who will pay you and make a profit for you. This sounds very simple, but it is not always so easily accomplished.

A poor paying customer seems to be able to buy his fish as cheap as the good payers, and an abundance of fish is always obtainable for him. The dealer who sells to this class of trade is just kidding himself in regard to his profits, for there is always a heavy loss when it comes to a final settlement and frequently finds himself unable to meet his obligations due to this very reason.

Without a doubt, the California Fisheries will improve this condition with their credit service if the dealers will give their full support of such a worthy idea.

Elimination of Poor Paying Customers

If everybody can be made to pay their bills or get out of the fish business, we will find that we are ridding ourselves of a lot of price cutters, which alone will tend to improve conditions. It is often difficult for us to discontinue selling slow or poor paying customers, especially if they owe a considerable sum, but when a customer gets in the hole it is the excep-

tion when he gets out, and the sooner we take our loss and forget it, just that much sooner we are going to get on the pay streak. It is a known fact that the successful houses have certain credit rules and stick to them, and it doesn't make any difference to them what customer is put on the C. O. D. list; if they don't pay their bills on or before the "zero hour" that's where they go.

Let's all get together to support the California Fisheries credit service and help ourselves to some of the money that is lying in wait for us, just around the corner of better business principles.

SOUTH BAY TRIP

One of our staff took a "sashay" over Redondo, Santa Monica way the other day to visit some of our good friends over there and take a look at the prospects around that part of the country.

Piloted by our good friend, Jim Matthews, the whole strip of beach was taken in. We are sorry to report that fish has been a scarce article for some time. On account of severe storms, rain and high seas, and last but not least by any means—a very severe epidemic of flu, the men could not get out with their boats. The pleasure craft has also been tied up for the same reasons. Fish is scarce and the demand slow. Upon visiting many fishermen, wholesale fish dealers, brokers, etc., we find the consensus of opinion to be that there will be no activity until after Christmas. Our friends over there ask us to send their best wishes for a merry Christmas and a Happy New Year to all their friends in the business and hope that the coming year will be both a profitable and pleasant one for us all. Many thanks, boys, for your friendly spirit and the editor in turn sends you Christmas greetings and many thanks for your kind cooperation during the past.

Smith: "I'm looking for a good stenographer."

Jones: "Reformed have you?"

Don't speak of your private ailment in public; she might hear you.



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Virgin Olive Oil

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EDITORIAL

At this time of the year, our thoughts naturally turn to the reason for our celebration; glad faces; giving of gifts, both large and small. Once again the time has come to ponder upon the birth of One whose whole life was lived and finally given for humanity.

People through the ages have been trying to emulate His example. It is very hard in times of stress, poverty and sorrow, to remember "Peace on Earth, Goodwill to Men."

The members of this great industry which we represent, are gathered from the four corners of the globe. The business of fishing is as old as the world itself. May we try to remember at this time and take for an example the thought that most of Christ's disciples were fishermen and of the most humble sort. They worked and labored for small reward, experienced hardships and reverses as men who follow the sea do to this day.

Yet, at this Christmas time, let us take hope for the coming year, let us remember our occupation was blessed by the Master and once a small basket of fish fed the multitude. We are trying to feed the multitude today, but to assure our success, we must like the fishermen of old, work together in harmony; forgive our shortcomings; bear with our misfortunes and reverses and lash to our mastheads the glorious motto "Peace on Earth, Goodwill to Men."

SEALS AND SEA LIONS

One of the greatest destructive forces of sea food and fishing nets are seals and sea lions. There should be a fund established by the Fish and Game Commission in order to encourage expert hunters to come to our waters and kill off this great menace.

On page 88 of The Commercial Fisheries Code, of the state of Oregon, appears the following:

Seal and Sea Lion Fund

"For the purpose of hunting, killing and capturing or otherwise exterminating seals and sea lions in the waters of the State of Oregon and the waters over which the State of Oregon has concurrent jurisdiction, there is hereby created a fund to be known as the 'Seal and Sea Lion fund' which shall be under the control of

the fish commission of the State of Oregon."

Fund to Be Handled by Fish Commission

The Fish Commission of the State shall have the right to use said fund in any manner which it deems best for the purpose of hunting, killing, capturing or exterminating seals and sea lions; and said fund may be paid out as a bounty on said seals and sea lions, or said commission may employ any person or persons in its discretion to hunt for, capture, kill, or otherwise eradicate said seals and sea lions.

Inasmuch as Oregon has pioneered the destruction of seals and sea lions, there is no reason why California cannot follow suit. We have thousands of seals and sea lions in our waters. Fishermen report great bunches of them all along the coast. If the Fish and Game Commission of the state of California is at all interested in the conservation of sea life, here's one grand and glorious opportunity to prove it.

A seal or sea lion is capable of eating and destroying its weight in sea food every twenty-four hours, and often does. One seal or sea lion can damage a net to the extent of \$100.00. While we are on this subject, we suggest that readers of this article write us a letter in detail regarding their idea of framing a bill so we can make a recapitulation of the best points and then we will take the same up with the Fish and Game Commission in an effort to gain their support. LET'S GET ACTION. Write us right away, so we can get the bill sponsored.

When any kind of fish is properly cooked, it is not only a tasty dish, but a healthy one. It is very easily digested and is economical as well.

AVALON FISH MARKET PAYS US COMPLIMENT

"Enclosed please find our check for \$2.95, as we understand you are offering a special rate until December 31, 1928. We wish you all the luck in the world and trust your future issues will convince all interested in commercializing fresh fish that "The California Fisheries," under its able and practical management will surely further the interests of the trade at large. We remain, etc."

Editor's Note: Many thanks; your spirit of cooperation makes us all warm around the heart and the money helps carry on. A few more letters like these and the Editor would be like Al Jolson, "Sitting on top of the world."

SHIPS

There are many ships of all kinds, Ships of iron, ships of wooden made, Ships that sail over the seven seas, And the ships that fly over the land.

Battleships, the country's pride
The defenders of our nation wide;
With armour of steel and iron,
The mighty castles on the sea.

Steamships, the pioneer of commerce,
Laden with riches from countries afar,
The carrier of men around the world,
Abreast with the time of future day.

Airships, the child of man's ingenuity,
Flying heavenward in the light of hope;

On the wings of peace and prosperity,
The mighty messenger of time and space.

There is one ship that money can not build,
The ship with the keel of faith and love

And the ladder of wisdom and sacrifice;

We call it Friendship, true and tried.

By George T. Ota.

A Merry Christmas and a Happy New Year

To all our friends who have helped us start The California Fisheries Publication — We strive only to merit your sincere friendship and may it be forever binding.

M. W. ELEY, Publisher

OREGON SHIPPERS

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Fresh, frozen, mild cured and canned salmon

Brandon, Oregon

Unexcelled Service

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—SEAFOOD SUPREME—

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Salmon, Halibut, Black Cod and Herring

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NOREGON, OREGON MARSHFIELD

Watch This Space for Photograph
In New Years Number

All Advertisers appearing within these pages are Reliable or we would not accept their Advertisements. Therefore, you should have no hesitancy in transacting business with any of them, CALIFORNIA FISHERIES recommends them without reservation,

FILLETS

(Continued from Page 4)

belt which in turn dumps it on a belt running through the brining tank. The fillets are carried through the brining tank on a conveyor equipped with galvanized iron steps perforated so that the brine can pass readily through it.

Still another conveyor receives them from the brining tank conveyor and brings the fillets into the wrapping room where they are first inspected, then wrapped in parchment paper and packed in thirty pound tin boxes.

The inspectors do not allow undersized or badly cut fillets to go through to the packing tables. The fillets they discard are sold unlabeled as seconds.

The tin boxes are shipped in a large wooden box filled with cracked ice. Anything not shipped the day it is packed is held in a cold room at a constant temperature of 32 degrees until shipped out.

The fish from the time they enter the plant until they arrive in the packing room are touched by hand only once and that is at the cutting tables. In the packing room we find that again hand labor has to be used exclusively as no machine has been successfully developed yet that will successfully wrap a fresh fish fillet.

The success of plants such as this is due, not only to their employing of every practical device to speed up production and to eliminate handling, but also, the constant supervision and care of their product. The plant is kept scrupulously clean and men are constantly at work washing out boxes and washing down tables, not the slightest semblance of a fish odor is noticeable.

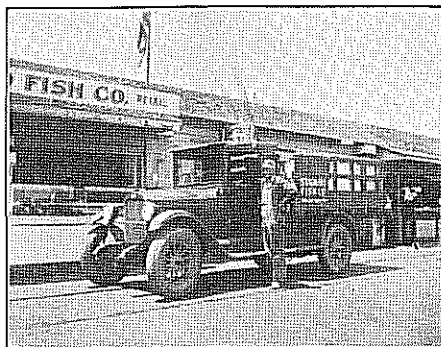
By reason of this care in production the sales department is able to offer a trade-marked package of guaranteed quality to the trade. The consistent good quality of their fillets coupled with their advertising has built a consumer demand for their product. As a consequence they are able to get from three to five cents more per pound on the average than their competitors. Having their own supply of fish enables them to set a standard selling price for the season. This price changes only two or three times a year. Adhering to a standard price regardless of competition is a set policy and one which so far has paid big dividends.

We have dwelt at some length on the different practices obtaining in the production and sale of fresh fillets as we felt that the foregoing points its own moral. That is in order

SOMETHING NEW UNDER THE SUN

Not the least among those men who are striving to speed up the fresh fish industry is the man who operates a small truck from sea coast to interior. There are several such men in Santa Cruz. One of them, Paul C. Hilt, has originated a new method of hauling fish that suits his needs very well.

Two years ago he fitted up a one-ton truck with six fish boxes. Each of these boxes is square and has a capacity of 250 pounds of fish and the same amount of ice. It is lined with



heavy zinc, has a hinged cover at top, and a drain pipe at bottom. This drain pipe is a special feature as it prevents any fish water from touching the truck. Thus no odor of fish adheres to the truck itself; and the owner, on his return trip, can carry loads of produce to Santa Cruz markets. During a slack season when fish are scarce he takes off one or two fish boxes and carries fruits or vegetables in the extra space.

A growing San Joaquin valley trade, both wholesale and retail, has been built up by Mr. Hilt, because he handles the freshest Santa Cruz fish obtainable and keeps it well iced. He has popularized many palatable varieties hitherto little known in the interior. His best sellers are jack smelt, rock cod, codfish, black cod, kingfish, and fillet of sole. The last named fish is packed in one-pound, five-pound, and ten-pound cheesecloth sacks for greater ease in distribution. Many of his retail customers have become so accustomed to buying sole in bags that

to be successful in the fish business, or any other for that matter, it is necessary not only to have a good basic idea (in this case the idea of selling the meat of the fish only, rather than the whole fish) but to spend definite pains in developing and carrying out your idea.

If the process of designing and manufacturing automobiles were the same today as it was twenty years ago, it would be impossible to have twenty million in use as we have today.

they will buy it in no other form. This way of having from four to six boxes instead of one large cabinet has been proved a great advantage, as the entire half-ton of fish need not be exposed to the air each time a delivery is made.

The commercial fish companies from which Mr. Hilt buys his fish regard his business as an adjunct to their interests and co-operate with him zealously. Building up a fish route is, however, not done in a week or a month. Like any other business it is built up by unrelenting toil and diplomacy over a period of years.

* * *

Editor's Note—We are sure this is a very ingenious invention and serving two purposes as it does, both as a carrier of fish and then vegetables, it enables him to earn something "both going and coming." Our columns are always open for reports on labor savers such as this and we hope our readers will profit by what they learn thru reading of these things. We all must be a source of help and inspiration to each other. Any of you having other labor saving devices, pass the good word along.

NEW SHIP LAUNCHED ON THE WAYS

All of those connected with the fishing industry in this vicinity were present at the launching of a new vessel, the good ship Matrimony, which left the ways Sunday. Launched by the good Father Benso, at high noon, with Jack DeLuca as Captain and Concetto Grosso as first mate, this good ship steered her course for the happy land and many years peaceful sailing on the sea of life.

This boat was manned by the following crew which helped them off in good shape: Bridesmaids—Miss Jennie De Luca, Miss Lucile De Luca, Sophie Faillia, Pauline Faillia, Rosalie Carrese, Concetta Berganti. Ushers—Jack Damaglio, Carmen Grosso, John Carrese, E. B. Roger, Frank Mineghino, John Demaglio. Flower Girls—Louise Grosso, Irma Faillia, Antonette Demiglio. Ring Bearer—Sam De Luca.

The bride was attired in white satin, with flounces of very fine Italian lace, and veil to match. The bridesmaids were gowned in costumes of pastel shades and the little flower girls in old fashioned gowns of white taffeta en train. The groom is the popular manager of the Los Angeles Fish and Oyster Co., about whom we have written before, in our first issue.

At this time we ask all our subscribers to join us in wishing this happy pair a safe journey on the sea of life and many prosperous voyages.

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Dealers in all kinds of fresh fish - Shippers quote us on specialties

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Local Fresh Fish. Wire for Quotations

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Newport Beach, Calif.

CREDITS

BY WILLIAM J. CARLISLE



Every jobber, while recognizing the credit system as a necessary element in business, desires to remedy its abuses, as he expects to have to settle his own debts within a reasonable limit of time, so he feels justified in demanding that his customers deal with

him on the same basis.

In our business we are expected to pay our accounts weekly as those are the terms on which the purchase was made, so we expect our customers to do the same with us.

The customers respect a firm that is exacting in its requirements from him, as he is from the firm; also he knows that a house which can afford to be exacting in this respect is financially competent and financial completeness is usually accepted as a guarantee that the service rendered by the firm will be of the highest order.

Many firms have lost good customers by granting time, because the customer very likely feels himself abused when the time comes to settle. More trade has been lost by this practice, than has been gained, and when you have to force the customer to settle his account, there is a lot of endless bickering and many times the loss of the customer.

It is a very sure thing, that if a customer cannot pay one week's purchases, he cannot pay two or more.

Of course, the credit man is always the hardest hearted man on earth and

gets the most abuse, but at the end of the year, his services are rewarded by the showing on the books, as a credit man is one employee of the firm who can either show a gain or loss. If he gives credit and is not able to collect the accounts, that would show a loss.

The credit man bases the credit to be given, by the customer's ability, past and present knowledge of his business, for incompetency ruins more firms than lack of capital.

In conclusion I would state that the credit man who keeps the customers to the time limit not only gains their respect, but is working for the best interest of his firm.

No permanent success comes in half measures; therefore give us a full measure by sending your check for \$2.95 for one year's subscription.

Remember, as long as you have anything to do with fish, The California Fisheries will help you, providing you will help us. Now when we need you, send in your check for one year's subscription. The rate is reduced to \$2.95.

SAN PEDRO

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If you want honest, conscientious Service, place your orders with us.
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G. Alioto, Vice President

Joseph Chlecia, Treasurer

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Shelter Cove, Calif.

HUMBOLDT FISHERY
Eureka, Calif.

POINT REYES FISHERY
Point Reyes, Calif.

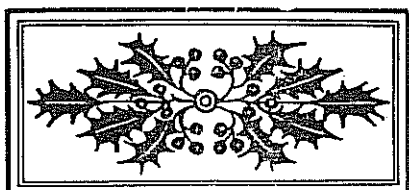
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LOS ANGELES



Merry Christmas

EST. 1896

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GEORGE F. NAYLOR

— SEA FOOD BROKER —

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- a name upon which hundreds of equally discriminating smaller hotels and restaurants depend daily for meats that NEVER vary in quality—delivered by a 40-truck Fast-Service that NEVER slips up.
- a name surrounded by a great organization which understands EVERY requirement of the vast hotel and restaurant trade it faithfully serves.

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PRODUCERS, TAKE NOTE:—Quote us on all kinds
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PRODUCERS: Please quote us on Carp, Black Cod, Mulletts, White Fish, Suckers, Rock Cod, Halibut, Salmon and Specialties.

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Wholesale Fish Dealers

"Distributors of the Best"

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Fish

Producers, Shippers and Wholesalers

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CENTRAL FISH AND OYSTER CO.

— WHOLESALE DEALERS —

PRODUCERS, TAKE NOTE:—We buy all kinds of Fish, especially Carp, Black Cod, Mulletts White Fish, Rock Cod, Halibut, Salmon and Specialties.

Tel. Vandike 3740. 1012-14 So. Central Ave., Los Angeles, Calif.

CREDIT SERVICE DEPT.

A credit service department will be maintained by this publication for the exclusive use of its space advertisers just as quickly as the cards and data can be made up. There will be no charge for this service, whatsoever, except the advertising space contracted for on the basis of one year. The functionings of the said system will be confidentially to list every retail buyer of fresh fish in the state of California.

This publication will not act as a collection agency, nor will it have anything to do with those receiving credit or how much. That is up to the individual shipper. For illustration: If Mr. Jones opens a fish market any place in California and applies to Mr. Shipper for credit, Mr. Shipper calls our Credit Service Department, and we immediately get the dope on our Mr. Jones.

We make a complete file of our findings and furnish Mr. Shipper with information. If our Mr. Jones starts dealing with Mr. Shipper and relations are not satisfactory, and if Mr. Shipper declares he has made three attempts to collect what Mr. Jones owes him, we then insert Mr. Jones' name on our mimeographed bulletin going to all California Fresh Fish advertisers, weekly, informing them Mr. Jones owes Mr. Shipper so much money. (The name of the shipper is never mentioned.) If Mr. Jones can obtain credit elsewhere without paying his bills, then responsibilities will be up to whoever wants to sell him, for we have warned space advertisers in advance of the situation. Our service is then performed.

Our credit card files are for our exclusive confidential use and no one is allowed access to them, except as explained above.

There was over \$100,000 in bad accounts lost last year by fresh fish dealers.

The reasons are well known and we feel by the circulation of our credit service, we will save the industry thousands of dollars each year, and perhaps use the money saved to advertise fish and generally benefit the entire fresh fish business.

EXCEPTIONAL CASES

Now there are exceptional cases where dealers are as good as gold, they just get behind for some reason or other. We are not concerned with any particular case. That is entirely up to the creditor and no action will be taken by our bulletin service until the creditor has made three attempts to collect.

If you ship a pound of fresh fish, the first thing for you to do is to subscribe for space in our publication, because you will want to advertise your business so others will know

who you are, and it will help you in contact with buyers and shippers all over California, as well as other States. You will of course have the privilege of the credit service department.

Worth a trial, eh?

TWO SAVED FROM DEATH IN SURF

Two men near death in smashing waves against the jagged rocks of Drake's Bay were saved recently by a bold dash of the Coast Guard crew from the Point Reyes station.

The skillful cast of a weighted line a distance of fifty yards enabled the two to clamber hand over hand thru the surf to the safety of the power boat lying just outside the breakers. They escaped with no more damage than chill and submersion, but their boat was dashed to pieces a few minutes later upon the rocks.

The boat was the Superior, a 27-ton craft, operated by the Standard Fisheries and used as a "pick-up" boat for its fishermen in the waters off Point Reyes. It was manned by Captain J. Melvin Gould, 3155 Octavia street, San Francisco, owner, and L. Farri, a deckhand.

High winds drove the Superior into Drake's Bay and she was unable to beat out again. As the seas began driving her upon the rocks, signals of distress were hoisted and watchers on shore summoned the life-saving crew.

Captain H. A. Underhill and six of his men manned the new powerboat and made the rescue.

HIGH SEAS HIT HARD

AT AVILA DEC. 18

Heavy seas were lashing the coast line of San Luis Obispo County last Wednesday, with a heavy southeaster blowing in from the Pacific, and fears for the county wharf at Avila were expressed, while high water was rolling in all along the coast.

Reports from the U. S. lighthouse at Port San Luis said that there was an exceptionally heavy sea running, with troubled water out at sea and with the waves dashing over the breakwater at the harbor.

At Avila it was said that if the storm continued during the remainder of the day, and the wind was increasing in velocity at 1 p.m., the county wharf would be damaged by the waves, and some of the piers undoubtedly would be swept away.

Shipping Safe

Shipping was believed to be in no danger, as all the fishing and pleasure craft had been taken into protected waters at Port San Luis, and it was not believed that any would be washed away or swept onto the rocks.

At Cayucos a heavy wind was reported, with high seas coming in. No fear was felt for the wharf there, as the waves were coming in head on to the pier head and not battering the structure as much as a cross wind. A change in the wind might do damage, it was said.

At Cambria also, high winds and heavy rain were reported, but no damage to the docks was expected.

Rain Is Heavy

The heavy rain was drenching the county, beginning about 9:30 o'clock in the morning and continuing all day, with heavier showers in the afternoon. While the rain is not needed at this time, ranchers said, it will do no harm to growing crops and its only detrimental effect will be in delaying plowing on lands not yet planted to spring crops.

Recent rainfall has put the county over last year's exceptional record for rainfall to date and far above the normal to date, and most of the rains have been accompanied with wind. During the last rain a portion of one side of the sheet iron warehouse on the county wharf at Avila was blown away but no other wind damage was reported in the county.

MORRO BODY URGES BAN ON NET DRAGGING

Banning of drag net fishing along the entire coast of San Luis Obispo county was urged Tuesday night at a meeting of the Morro Bay Chamber of Commerce.

The action follows announcement that Chris N. Jespersen, state assemblyman, was preparing a bill for the January session of the state legislature to prohibit drag net fishing in San Luis bay.

The Morro Bay resolution asks the inclusion of Estero bay, which is the coast line from Morro Bay to Cayucos, in the prohibited area in the bill, and Mr. Jespersen, in conference with Chamber of Commerce members in San Luis Obispo Wednesday agreed to include the additional ocean area.

Commercial Fishing

Complaint is made that commercial fishermen from Santa Barbara are using drag nets for commercial fishing in county waters here and depleting the stock of native fish which breed here.

Yvonne: How do you know Jim is just like the other men?

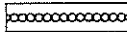
Yvette: He says he is different from other men.



SAN PEDRO

VAN CAMP ORGANIZATIONS

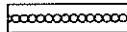
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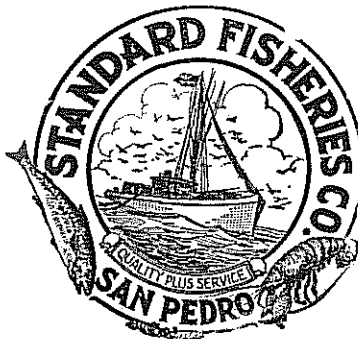
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A. Paladini, Inc.

(Continued from Page 6)

in the bay territory, that is, from Monterey in the south to the mouth of the Russian River in the north. The boats belonging to the firm are the Achille Paladini, Three Sisters and Catherine Paladini.

Besides the San Francisco wharf, leased from the city at pier 23, Paladini owns a huge wharf at Point Reyes in Drake's Bay, where fresh salmon is received during the summer months. Other plants and wharfs belonging to the San Francisco fish dealer are located at Santa Cruz, Monterey, Eureka, Fort Bragg, Shelter Cove and Pittsburg on the Sacramento River. A smokehouse is operated by

the trade and the business condition of the same trade. The fish distributors have expanded commercially, corresponding to the general growth of the various fish businesses in the same territory.

They lost this year, three large boats, the Ideal, Henrietta, and Ercelia Paladini. However, they control a large number of small boats which more than make up the loss.

Rapidly Advancing

Just a week ago, this firm was appointed exclusive representative for Nordic Fillets, packed by the Atlantic Coast Fisheries Co. of New York City. The extent of their territory is all of Northern California, for this famous brand. They have received their second carlot, and report a successful repeat business. For those who would

the practice of the finest quality, rather than quantity, this firm and their descendants will go down the years as a good example to others, and an asset to the industry in all its branches.

TERRIBLE STORM IN GULF REGION

We reprint the following article, taken from our Los Angeles Sunday Times for the benefit of our out of state readers, to show them what the vicissitudes which the fisherman experiences, besides the risk of life and equipment:

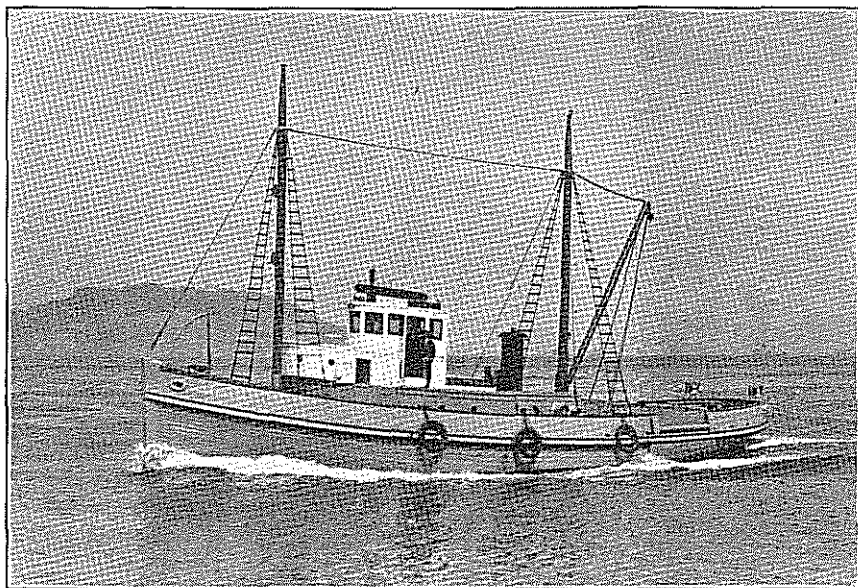
Mexicali, Dec. 15—Exclusive—Two Mexican fishermen are missing and property estimated to be worth thousands of dollars was destroyed in a terrific wind storm which swept across the Gulf of California, 140 miles south of here, according to reports that have reached this city.

A sixty-mile gale struck the little town of San Felipe, destroying several of the shacks which the fishermen occupy during the winter season and swept a number of boats out into the gulf. Two motor launches are missing according to reports and a score of row boats lost or damaged.

San Felipe is the source of from one to four tons of Los Angeles' daily fish supply. During the winter season, 200 fishermen and their families across the gulf from Guaymas and other points on the mainland sell their catch to buyers representing coast markets.

Be sure and read the New Year's number going into the mails Friday, January 4th, 1929. It will be larger and better.

Only takes \$2.95 to place the California Fisheries in your hand for one year. Send your check now.



The Catherine Paladini, new fish trawler in the Paladini fleet, making her first trip across San Francisco Bay. With Angel Island in the background the boat appears to be on a very good mission in good waters.

the firm at 48 Gold street. A refrigerating plant is installed in the basement of the Clay Street building. A complete carpenter shop, used in repairing boats and making boxes, is operated on the second floor of the same building, while a machine shop owned by the company is located at 816 Battery street.

Abalone Pioneers

The Paladini company is pioneer of the abalone business in Monterey, having been instrumental in putting sliced abalone on the market. It is the largest distributor of mountain trout in this territory. It is also the largest distributor of mild cured salmon and shad in California. Considerable amounts of these last products are shipped to smokers in the East.

Purveying on a large scale to the fish business of the West, the Paladini Company has determined a definite relationship between the fish sale to

like to know more about Nordic Fillets will say: It is the new, ideal, sanitary way to market sea food. Every woman welcomes the idea for the time and labor saved. Each fillet is wrapped in parchment paper, on a paraffined card board back and full directions for preparation are printed on the wrapper. The head, tail, bones etc. are removed from "the pick of the catch" landed daily, with the original flavor sealed by a quick freezing process, whereby no fishy odor is experienced and they can be kept in the icebox without fear of the odor pervading other edibles in the box. Sales of fillet are increasing beyond the prediction of the most ardent advocates of this process of merchandising.

Guided by the example of their father, strictly adhering to his tenets and principle of honesty in his dealings with others; the holding fast to

M. N. Blumenthal

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